

# State Wins Jurisdiction Battle on Auto Smog

By HENRY C. MacARTHUR  
SACRAMENTO — (CNS) — Controversy over the right of California to deal with air pollution in controlling emission of pollutants from automobile exhausts has been settled with the granting to this state a waiver of pre-emption from federal regulations.

It will be recalled that last year, the state legislature under the urging of Assemblyman John Francis Foran, D-San Francisco, adopted legislation which was much more

stringent than the federal controls on auto emissions.

There ensued a battle between the federal government and automobile manufacturers over which set of regulations should apply in California, and the only method available to California to put its new anti-smog laws in effect was to obtain a waiver from the federal government.

Last week, such a waiver was obtained from Robert Finch, secretary of the federal department of health, education and welfare. Finch resigned from the lieutenant-governorship of California to take the post.

"Secretary Finch has recognized," said Assemblyman Jesse M. Unruh, D-Los Angeles, former speaker of the house, "that automobile smog in California, particularly Los Angeles, is one of the most serious health hazards we have."

"Thanks to his far-sighted decision and action, we can now move ahead to require car manufacturers to limit exhaust and crank-case smog in a fashion which is more stringent

than any requirements which exist in the nation.

"But last year's smog law, and today's federal action, is not enough, smog remains a serious problem in California, and it is the job of state government to undertake a massive investigation to see what can be done to eliminate it as a hazard to the health of our people."

Finch admitted when signing the waiver, that the California laws would not, simply and finally restore the quality of the

air we breathe, but pointed out that it will be a step in the right direction.

"There is a need," he said, "to step up our efforts to improve air quality."

He said the California legislature was worthy of praise for proceedings with the more stringent controls, in view of the fact that extensive research and consideration had determined that improved laws were necessary.

He said the automobile industry would be occasioned

some trouble in meeting the progressively higher standards set by California, as they will make "relatively modest demands for improved technology." All parties, he said, have agreed that extraordinary conditions do exist in California where the unique combinations of topography, low wind speed, atmospheric inversions and sunlight, together with a large automobile population, produce the most photochemical smog to be found in the nation.

Finch said he also supported the initiative shown by the people in recognizing the situation and attempting to deal with it.

Meanwhile, it remains to be seen whether enforcement of these more stringent laws do any good in lessening smog. Some estimates have been to the effect that no matter how hard the state tries, it can't keep up with the problem. However, if it just keeps even it will still be ahead. But only time can provide the answer.

Your Right to Know  
Is the Key to All Your Liberties

## Comment and Opinion

C-2 PRESS-HERALD May 7, 1969

### Workshop Workers

There are many handicapped persons in this community who, instead of falling back on welfare programs, have chosen to seek employment in the Workshop Workers program.

Through this program the handicapped are trained for employment in private industry and a good many make the grade.

In recognition of their efforts and the many businesses that have subcontracted with the workshops, Gov. Ronald Reagan has declared this week, May 4 to 10, to be "Workshop Workers Week."

Last year the workshops for the handicapped paid out \$13 million in wages and salaries with most of it going to persons who could not compete in private industry because of their handicaps.

We believe that the workshop program is a vital part of society in giving handicapped persons a chance for a normal life.

All businessmen in the southwest should consider the talents offered through the workshops when they are filling that vacant chair.

### Holy Loophole

In the growing protest against our present tax laws, a good many fingers are pointed at religious groups and their exemption from many levies.

It is argued, for instance, that churches derive considerable income from business projects far removed from the realm of theology, and in direct competition with heavily taxed non-church entrepreneurs. It isn't fair, the complaint goes, and the churches shouldn't do it.

Why shouldn't they? The law says they can. Law created by the same representatives of the people who decided how much each of us must pungle up in tribute from our incomes.

Exploitation of this holy loophole is being carried probably to its ridiculous extreme in that burgeoning new religious sect centered in Modesto. Almost anyone can become a minister, and any three people can incorporate and gain property tax exemption by designating their home as a church. Under the law, so it seems.

It's almost as if lawmakers have created an 11th commandment for a segment of the population: "Thou shalt not pay taxes."

It is quite possible that some of the exemptions now permitted authentic religious organizations need revision, in all fairness to the body of taxpayers. So do many other tax loopholes. What is imperative is that tax reform shall be meaningful to us all.

### Other Opinions

Remember the old saying: "The rich get richer and the poor get poorer?" A pert paragrapher observes that the Great Society changed that one. It now reads: "The rich stay rich. The poor get a few crumbs. The crooks have a field day. And the middle class gets soaked for the whole kit and kaboodle."  
—West Point (Miss.) Times Leader

Since only about 15 per cent of the enlisted men now in service (of a total of 3,500,000 officers and men in uniform) are draftees, one can readily see that ending the draft in peacetime is feasible.  
—Clover (S.C.) Herald

We believe that the major weakness of the local, state, and national crime control program is over and above the law enforcement portion of the picture. For several years, high court decisions have established precedents and procedures that have continually made it more difficult for the law enforcement officials to apprehend and give testimony to convict criminals being prosecuted... it has come to a point where police and sheriff's office deputies are becoming frustrated in their attempt to bring lawbreakers to trial and have their testimony stand up in court because of some technical procedure which nullifies the convicting testimony.  
—Renville (Minn.) Star-Farmer

### Where Would the Trail Lead?



RETREAT FROM VIETNAM—



RETREAT FROM THE WORLD!



### SACRAMENTO REPORT

## Court Ruling May Force State Reapportionment

By RALPH C. DILLS  
State Senator

It is becoming increasingly apparent that if the legislature makes no move during the current session to reapportion California's four board of equalization districts — and possibly its Congressional districts — the lawmakers may find the court has done it for them.

It has been a full 46 years since the board of equalization, the state's major revenue agency, was last touched. And it would seem obvious from the population figures that changes in the various districts' boundaries are long overdue. District 4, in Southern California, has a

population of 9,025,694; District 2, East Bay and Central Valley, 3,228,541; Central Coast counties, 2,206,025; and District 3 the northern counties, 1,197,031.

As a rule the legislature doesn't think of reapportioning anything until the turn of each decade, when the federal census figures are current. The next census is due in 1970.

But it may develop that the outdated 1960 figures will have to be put to use in order to establish a somewhat more equitable split on the four-man board. The courts forced a

similar move in reapportioning the state senate in the '60s.

The culprit in all cases is the historic "one man-one vote" decision of the United States Supreme Court several years ago. The court said, in effect, that jurisdictions of public officials should be split as evenly as possible along population lines, in order that one faction of the state would not receive more or less fair treatment simply because of their overabundance or lack of people.

Recently the court has issued another decision in view of the fact that Congressional districts are out of proportion.

Many legislators feel that some action should be taken this year to reapportion the districts in time for the 1970 elections. This would effectively hold off court action, either from a taxpayer's suit or action brought by the court itself.

However, many others would prefer to wait until the 1970 census is available, and reapportion in accordance with the new population figures. Some of my colleagues say that is neither necessary or economical to act at the present time, in view of the fact that the job will have to be done again anyhow at the 1971 legislative session when the new figures are available.

It is possible though, that a special session of the legislature may have to be called later this year to accomplish reapportionment which could be ordered by a court.

Both avenues, the special session or court reapportionment, are termed as unacceptable to many of us. We contend that a special session would involve unnecessary costs to the taxpayer and a court reapportionment would take away the responsibility of the legislature to redistrict political boundaries.

### HERB CAEN SAYS:

## Grateful Car Thief Has Cheery Word for Victim

Monday night, Leo Giorgetti, boss of the Iron Horse, drove his brand new Buick Electra convertible, complete with phone, to Bimbo's. While he was enjoying the show, somebody stole his car from the lot across the street. Yesterday morning, Leo received this phone call: "Hi! I'm the guy who stole your car. Just wanted you to know I'm really enjoying it — especially the phone. Be seen' ya!" Click... And at Day's on Ellis, Glenn Dorenbusch was telling about the latest Real Loser: "After he was divorced, he felt a little lonely so he went to a computer Dating Service — and was matched with his ex-wife."

You'll be happy to know that things are still Quant and Colorful on the old cable car lines... Here we are on a California job, and midway between Larkin and Polk, the conductor suddenly ding-dings for a halt, jumps off and retrieves a lady's white glove from between two parked cars...

"Congratulations. Bill!" shouts the gripman. "That's five for you this week!" Then turning to Passenger Dot Texeira, the grippie explains: "Bill has very small hands — and he

### Report from Our Man in San Francisco

needs a glove, you know, to operate the rear brake."

Lost and found: Harold Nash of Oakland wishes you'd be on the lookout for his poodle, Charlie, who disappeared from his house Sunday. Charlie is no ordinary poodle: he weighs 120 pounds and wears prescription glasses, being nearsighted. "He left home without the glasses," laments Harold, "and I hate to think of him out there, bumping into things." If Charlie bumps into you, give a holler... A bachelor who makes pornographic films runs ads in the Berkeley Barb as a way of contacting potential "actors and actresses" for his pictures. To handle the calls,

he now has three phones in his Marin pad: a red one for "Swinging couples," blue for "girls who like girls," and black for general calls. When they all ring at once, which is frequently, it's like being at a John Cage concert.

C. B. DeMille's "Greatest Show on Earth," an Oscar winner in '52, was on the telly the other night, and Jack Abad faithfully recorded some of the dialogue (Betty Hutton to Charlton Heston): "You don't need me, Brad. You've got all you need — the circus"... "I crippled The Great Sebastian, Brad, just as surely as though I threw him off that trapeze myself"... "You crazy wonderful fool! Brad, you're — you're — CIRCUS!"... "Take it easy, Brad, or you'll finish this performance under that big top in the sky"... "Round up every animal that can walk or crawl! You heard, Brad — we're going to give a show!"... They don't make 'em like that anymore and now you know why.

### THE MONEY TREE

## New Freeze Dried Turns Tide for Instant Coffee

By MILTON MOSKOWITZ

For nearly 25 years the coffee roasters have been trying to convert you to an instant product — and victory now seems in sight. What turned the tide is Maxim freeze-dried coffee, and the victory is thus going to one company, General Foods Corporation.

Picking up the marbles in the coffee business is nothing new for GF. After all, that's what we're in business for. GF is probably the world's largest buyer of coffee beans, and it packs under such labels as Maxwell House, Yuban and Sanka. It's the largest seller of regular coffee; it's the largest seller of instant coffee.

Maxim, though, must be its crowning achievement. This brand of instant coffee went into national distribution last year on a wave of a sea of coupons which you were able to exchange for a 2-ounce jar at your local supermarket. In some areas, a sample jar of Maxim was deposited at your doorstep.

Results have been nothing short of phenomenal, even for General Foods, which is used to winning. Maxim today outsells every other brand of instant coffee—except one: GF's Maxwell House, long the leader of this market.

Keep in mind that Maxim is selling at a premium price (20 to 30 per cent over other brands), and you will see why there's much backslapping at the White Plains, N.Y., headquarters of General Foods.

One man got so many slaps on the back that he left the company. Victor A. Bonomo, who was general manager of the Maxwell House division, deserted at the height of his success to Heublein Inc., which installed him as head of its newly acquired California wine subsidiary, United Vintners.

Maxim, which was Mr. Bonomo's pride and joy, went through a long and rigorous development before being moved onto supermarket shelves

across the country. It represents, in fact, the largest single capital investment ever made by GF for a new product.

Back in the early 1960s, when GF decided to move ahead

### A Look at the World of Finance

with freeze-dried coffee consumption of instant coffee had plateaued at about 30 per cent of the market. Many coffee drinkers had been converted to instant but you still heard the irrefutable gripe: "It doesn't taste like real coffee."

The reason it doesn't is in the processing. Instant coffee is normally made from a percolate of brewed coffee, which is then sprayed in a fine mist into a tower several stories high. The air in the tower is intensely hot — so hot that the coffee dries and becomes a soluble powder. It's the heat which also takes out some of the flavor.

To preserve the flavor, GF turned to freeze-drying. Instead of the percolated coffee being spray-dried, it's frozen and then moves into a vacuum chamber where the moisture is drawn off, leaving small crystals which now go into jars labeled Maxim.

GF experimented for some 10 years with this process, first in the laboratory, then in a pilot plant and finally in a full-scale facility at Hoboken, N.J. Maxim is also being freeze-dried now at Houston, Tex.

While the plants were going up, GF was testing the product on consumers. Maxim was brought into Albany, N.Y., in May 1964. In 1966, it went into other markets in New York State and into parts of Indiana and Ohio and the entire state of Arizona. This was one of the lengthiest market tests on record — 43 months before the "Go National" button was pushed.

Along the way, various changes were made. For example: the texture of the prod-

uct. GF researchers came up with two ways of making Maxim. One end product had a granular look, much like ground coffee. The other had "lumps" in it.

Consumers using Maxim in the home showed a preference for the granular kind. After all, it looked like regular coffee. However, in actual market tests, the "lumpy" product outsold the granular. GF concluded that consumers "were more likely to accept Maxim as a new form of coffee" — different from the instants and the regulars.

That's why Maxim has lumps in it.

The rest of the coffee roasters are taking their "lumps" from Maxim. According to trade sources, the new GF brand is beginning to take down as much as 15 per cent of the \$400 million spent annually on instant coffee.

Competition? Not much so far. Nestle has a freeze-dried brand called Taster's Choice — but it's not national yet. And some two dozen regional brands have surfaced, most of them supermarket labels. None comes close to challenging Maxim.

With its capital investment behind it, GF is sitting pretty. It's now coming into the market with a second freeze-dried coffee under the Sanka label. For the roasters, instant coffee has always been the high-profit end of the business. So General Foods knows what it's doing. Its gunsights are trained squarely on the percolator.

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